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1923

The East Hartford Gladiolus Co.

E. M. SMITH, President and Manager.



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Department of Agriculture

NO WHOLESALE LIST

65 Olmsted St., East Hartford, Conn.

Telephone Laurel 592

Read These Announcements Carefully

OUR MOTTO: A satisfied customer will do more to advertise your goods than a lot of printing.

We agree to replace free of charge any bulbs that are not true to name, and wish to have you notify us to that effect when they are in bloom, so that we can make a record of same and assure you that you will receive the correct ones next season.

Our prices are lower than the lowest and our bulbs are as good as the highest.

All the bulbs we send out are of blooming size.

If you do not see what you want, write us as we carry many varieties which we do not catalogue.

Do not delay ordering until it is time to plant, as many varieties may be sold out before that time. "ORDER EARLY."

Add ten cents to all orders less than one dollar.

We will prepay carriage on all retail orders of \$1.00 and over accompanied by the cash for the full amount of the order.

Bulbs are shipped at owner's risk.

If Dahlia bulbs are received before it is convenient to plant them, they should be kept in a moist place until planted.

TERMS: Cash with order or bulbs will be sent C. O. D.

We extend a cordial invitation to visit our gardens this coming season. We will show a long list of the very newest varieties, several of which have never been seen before.

Be sure and write name and address plain so there can be no mistake in shipping.

OUR APPROACH IS STATION 15 BURNSIDE AVE., BRAGG ST.

NAMED VARIETIES OF GLADIOLUS

	Each	Doz	100
Alice Tiplady (Kunderd)—A grand, large, Primulinus of most beautiful orange saffron color. Very choice....	.25	\$2.50	
America —Lavender Pink05	.50	\$2.00
Anna Eberius (Diener)—Dark velvety purple; throat deeper shade, spikes 3 to 4 feet high25	2.50	
Arizona Rose (Kunderd)—A very large flower of finest rose-pink color. Almost a self-color. Very choice....	.15	1.50	
Baron Hulot —Velvety purple with yellow line.....	.10	1.00	6.00
Bertrex (Austin)—Soft, creamy-white of very fine texture10	1.00	
Butterfly (Kunderd)—Primulinus. Very strong and vigorous. Large, pale, salmon yellow ruffled flowers....	.15	1.50	
Byron L. Smith (Kunderd)—One of the very best. Most refined lavender-pink on white ground. Exceedingly fine as a cut flower. Color equal to a very choice cattleya orchid50		

	Each	Doz	100
Carmen Sylva (Prestgard)—Pure snow-white, throat slightly penciled lilac, almost self. Stem tall, slender and wiry, always straight. Excellent for cutting....\$.50			
Charlemagne —Giant rose-pink, creamy-white blotches.. .20			
Cherry King (Kunderd)—Bright, rich, cherry color. Deeper throat. Very lily-like flower and beautiful.. .10 1.00			
E. J. Shaylor (Kunderd)—Tall, very strong plant and large blooms. A beautiful, pure, deep-rose pink. Ruffled, very choice50			
Elizabeth Kurtz —Pure white color. A good cut flower variety10 1.00			
Evelyn Kirtland (Austin)—Lustrous rose-pink with delicate shading of lighter pink. Very tall, graceful spike. Petals slightly reflexed. Many open15 1.50			
Empress of India —Rich, dark maroon, almost black. Very distinct05 .50			
Floral Treasure (Kunderd)—Tall "America" seedling. Deeper pink. Very rich color25 2.50			
Gold (Dr. Hoeg)—Pure golden-yellow, throat a deeper shade, slightly dotted and streaked, almost self-color. Large flowers, many open at one time and perfectly placed. Stem always straight. We consider GOLD the best and most valuable yellow to-day..... 2.00			
Golden Gate (Kunderd)—Tall, vigorous. Large, showy yellow, finely ruffled prim25 2.50			
Golden Glow (Dr. Hoeg)—Pure lemon yellow, throat flushed purple. Flowers of good size and many open at one time. This new variety is admired by all.... .25 2.50 10.00			
Golden King —Golden yellow, with vivid crimson blotch .10 1.00			
Govenor Calvin Coolidge —A seedling which we introduced in 1921. A strong, robust grower with many mammoth flowers open at one time. Color, pure white with a creamy center; this shade adding much to the beauty of the flower 2.00 20.00			
Gretchen Zang (Austin)—Exquisite rose-pink blending into a deep salmon blotch in lower petals15			
Halley (Improved)—Large open flower, bright salmon-pink, extra early05 .50 3.00			
Helen Goldman (Dr. Hoeg)—Amber yellow, throat deeper yellow, streaked carmine. Many flowers opened at one time. A fine light yellow..... .15 1.50			
Herada (Austin)—Clear glistening mauve. Extra large flowers15 1.50			
Large Buff (Kunderd)—A fine shade of soft buff, with rose colored pencilings, tall spike with 8 to 10 blooms open at one time10 1.00			

	Each	Doz	100
Lilywhite (Kunderd)—The new white gladioli that florists have been looking for	\$.25	\$2.50	
Louise (Wright)—A new lavender, very large flowers, with dark wine penciling on lower petals. Extra strong grower50	5.00	
Mary Fennell (Kunderd)—Deep lilac, shading paler. Soft primrose yellow throat20	2.00	
Mary Pickford (Kunderd)—An extraordinary flower and spike of most delicate creamy-white. Throat finest soft sulphur-yellow. Stem and calix also white.....	.35	3.50	
Mrs. Dr. Norton (Kunderd)—White, shading to soft pink at edge of petals, lower petals blotched sulphur-yellow. Large flowers on a tall straight spike, perfect form50	5.00	
Mrs. Frank Pendleton (Kunderd)—Bright rose-pink on a pure white ground. A giant blotch of richest carmine red on lower petals. No grander variety in existence10	1.00	
Mrs. O. W. Halladay —Delicate soft silky pink with creamy blotch20	2.00	
Niagara (Banning)—Large blooms; tall vigorous spike; soft nankeen-yellow10	1.00	
Orange Glory (Kunderd)—Large ruffled flowers. Orange with lighter throat. Very rich and striking color. Beautiful and distinct35	3.50	
Princess of Orange (Kunderd)—Bright vermillion red with white bars on lower petals25	2.50	
Purple Glory (Kunderd)—The Giant of the Kunderdii Glory race, and of remarkable color. Deepest velvety maroon red, with almost black blotches, like burned into the petals. Beautifully ruffled	1.50		
Roanoke (Kunderd)—A vigorous and large, rich yellow prim. Very fine10	1.00	
Rose Glory (Kunderd)—A very large and beautifully ruffled variety. Purest rose-pink color. Deeper in throat50		
Salmon Beauty (Kunderd)—Very large flowered Primulinus, deep salmon, salmon yellow throat25	2.50	
Scarlet Princes (Kunderd)—Six or more massive "Princes" like blooms open at one time. Throat a little deeper. Blooms set close. An extraordinary distinct and massive spike35		
Schwaben —Immense flowers, sulphur-yellow, small maroon blotch10	1.00	
Theda Bara (Dr. Hoeg)—White feathered, light pink throat flushed rose on amber-white. Large flowers			

	Each	Doz.	100
with wavy edges of petals	\$.30	\$3.00	
Titanic (Dr. Hoeg)—Lilac purple with a white line through the center of the lower petals. A very distinctive and rare color. Very large wide open flowers	.20	2.00	
Youell's Favorite (Kunderd)—Ruffled. Large flower and plant. Striking rosy lavender pink20	2.00	

Cultural Directions

The Gladiolus is a flower of easy culture and does well in any soil, but should be planted in full exposure of the sun. Many of the best varieties produce small bulbs, and in buying a mixture you will find it better when the size of the bulbs varies to a considerable degree. The largest bulbs do not always give the best results. It is essential that the bulb should be of blooming age rather than size. Soil should be well prepared in the early Spring with a good coating of bone meal thoroughly worked into the soil, but fresh stable manure should never be used, unless the ground is to be manured the previous Fall and well worked over in the Spring before planting.

DAHLIAS

ABBREVIATIONS—D, Decorative; P, Peony-flowered; C, Cactus; S, Show.
Price Per Bulb

Anna Rehorst —S—A very large flower of the deepest shade of purple of the hybrid show type. Good bush and free flowering....	\$.75
A. D. Livoni —S—Delicate pink. Well formed flowers with long stems10
Bertha von Suttner —P—Loose, fluffy petals of salmon-pink suffused yellow50
Bianca —C—A new Holland introduction, color a delicate pink, lavender, carried erect on stout stems75
Chicago —P—A magnificent flower of great individuality; one that will give perfect satisfaction. A clear purple with an exquisite ring of yellow at the center25
Countess of Lonsdale —C—Deep salmon-red15
Crystal —C—White in center, passing to a deep silvery pink.....	.50
Cuban Giant —S—Rich, bright maroon; large free blooming; long stiff stems10
Cycle —C—Deep mauve-Red, very odd, extra free bloomer.....	.10
D. M. Moore —S—Dark, velvety maroon; large free blooming.....	.25
Dorothy Peacock —S—Beautiful clear, live pink25
Dreers Yellow —S—A rich sulphur-yellow50
Dr. Peary —P—Dark velvet mahogany red, the darkest of all.....	.75
Earl of Pembroke —C—Bright, plum color, large bold flower.....	.15

	Price Per Bulb
Edith Carter —C—A very finely formed cactus dahlia of great beauty. Color, clear, yellow, heavily tipped bright carmine. Profused bloomer	\$.50
Eugene Burgle —P—An improved seedling from the famous Minnie Burgle. A rich, dark red in coloring, the blooms are of immense size and perfect form50
F. R. Austin —P—One of the most valuable peony dahlias in existence. The flowers are of large size averaging 6 to 8 inches across. The outer petals are very long, creamy-yellow suffused banded and shaded rich crimson; the inner petals are yellow at the base tinting lighter, and suffused pink and crimson.....	.25
George Walters —Hybrid Cactus—Very large flowers of a dark salmon color with buff base50
Golden West —S—Large flower of pure yellow on long stem.....	.25
Grand Duchess Marie —S—This is a new variety of rich buff, overlaid orange20
HARIFORD —P—The New Fragrant Peony-Flowered, Seedling. One of the most beautiful shades we have seen in dahlias. An exquisite rose-pink, with slight tints of yellow at the base of the petals. Flowers of good size, and produced abundantly upon graceful stems, making it very desirable. For the home garden or house decorations its colors are very beautiful. This new dahlia is of our own creation and we take pleasure in recommending it. Very Fragrant	1.00
Helene —C—Beautiful, lavender-pink, gradually changing to white at the center10
Henry Maier —D—A seedling of Mina Burgle with all its good qualities. A beautiful shade of deep yellow50
Insulinde —P—First Class Certificate in Holland. Blooms 6 to 8 inches across. Wonderful orange and bronze shades. Stems long and stiff	1.75
Jane Selby —D—A California variety. The flowers are of gigantic size; as large as any Dahlia we have grown and are perfect in shape; full to the center and being of true Decorative type. A beautiful mauve-pink; a live but delicate shade	1.00
J. B. Van Hoogelanden —D—An elegantly formed flower, of gigantic size and without doubt the finest of its color in existence. The flowers are full to the center and surpasses that of King of Autumn in color. A rich, deep orange terra-cotta.....	1.00
J. K. Alexander —D—Clear rich violet-purple. The giant flowers are borne on long, wiry stems, well above the foliage.....	.50
J. M. Goodrich —D—A beautiful salmon-pink.....	.25
J. H. Jackson —C—Dark, rich maroon; early, free flowering.....	.20
John Riding —C—Deep crimson. Large flowers with long, slim petals	1.00
Jack Rose —D—In color identical with the rose.....	.15

	Price Per Bulb
Kalif —C—Pure scarlet, gigantic flower on stout stems	\$.75
King of Autumn —D—One of the new wonders in dahlias, free flowering. Buff-yellow suffused terra-cotta50
Latora —P—A buff-yellow semi-double flower. Free bloomer and good stems50
M. Somers —S—Beautiful clear purple30
Marquerite Bouchon —C—Brilliant rose-pink with delicate white center75
M. Phillips —C—The blooms are perfectly globular in shape, the pure white florets incurving, twisting and interlacing	1.00
Minnie Burple —D—A glowing and most brilliant scarlet.....	.25
Minos —D—Velvety-maroon; long stems10
Mme Victor Vassier —D—Clear, sulphur-yellow20
Marie Studholme —P—Delicate, bright mauve-pink, shaded with a glistening ivory sheen25
Millionaire —D—Delicate lavender with faint pink cast. A monster	1.50
Mabel B. Taft —(Bessie Boston)—D—It produces flowers of gigantic size on long stiff stems, well above the foliage. A beautiful yellow, suffused and blending to light-orange or pinkish apricot; lighter in the center, shading deeper towards the outer petals. They last well when cut	1.50
Miss Helen Hollis —S—Deep Scarlet, very large50
Mme. Henrietta Scalabre —S—The finest pure white show dahlia. Flowers of perfect form and large size25
Papa Charmet —D—A very brilliant, deep coral red,, overlaid with a darker shade of velvety maroon35
Patrick O'Mara —D—A very fine golden yellow produced on strong, straight stems, being a seedling of King of Autumn it has the same free habit, but unlike its parent it rarely produces single flowers	2.00
Pierrot —(Incurved Cactus)—A unique and striking novelty, in color, of unusual grace and refinement of form, very long, tubular narrow petals, of deep amber or orange-buff color. Occasionally showing white tips50
Polar Star —D—Very pure glistening white flowers on long stems. Petals long and narrow75
Pride of California —D—Crimson red with dark, full center; huge flowers on long upright stems	1.00
Princess Juliana —D—Pure White, one of the best with good stems	.20
Purity —D—An extra good, if not the best white decorative.....	.25
Purple Duke —S—A rich, deep purple; with quilled petals.....	.50
Queen Victoria —S—Canary-Yellow25

	Price Per Bulb
Queen Wilhelmina —P—An immense, fluffy flower of pure glistening white, showing its beautiful golden yellow center. Blooms produced upon long, graceful stems	\$.25
Reine Cayeux —C—Beautiful ruby-crimson, extra free25
Rev. Dr. Baker —C—A novel shade of plum; fine for exhibition.....	.35
Richard Box —C—A clear soft shade of yellow. Early and free bloomer75
Rheinkönig —C—A flower of splendid form, freely produced on good long stems. Snowy white25
Rose —S—Deep rose, very free15
Rose Gem —P—The coloring is very beautiful and something new; a pleasing shade of salmon-pink with a silvery sheen50
Storm King —S—Pure white, very free, extra long stems10
Vicar of Wasperton —C—A very large flower with narrow incurved petals. A pretty shade of soft, delicate pink, passing to pale yellow at the base of the petals. A profused bloomer	1.00
Vivian —S—White, edged rose-violet20
W. W. Rawson —D—White, overlaid with amethyst-blue25
Wm. Dodds —S—Grand, clear yellow25
Yonne Cayeux —C—Immaculate white25
No. 166 —C—An extra fine white cactus, a robust grower, with long stiff stems75

TIME OF PLANTING. The time of planting Dahlias varies according to the locality; whether your spot is sheltered or open.

Plant bulbs in hills or drills, laying flat down, six inches deep. Do not stand bulbs on end.

By planting the bulb first, then covering an inch or so with soil, and applying your Fertilizer, your plant receives the entire benefit of the dressing. The dressing is above the bulb and every rain carries the food down to the roots.

CULTIVATION. Cultivation is the principal requirement of the Dahlia; the most important of all operations to insure success. Keep the soil well cultivated and free from weeds; never allow the soil to crust.

SIZE OF BULBS. The size of the bulbs or tuber does not in any way designate the size or quality of the flowers. Some varieties of Dahlias always produce very small bulbs, while other varieties make large ones. Do not consider small bulbs worthless, for they are equally as good, and in many cases better than the large ones.

All lovers of flowers wish to become better acquainted with the Gladioli. The Flower Grower is your guide, touches all points for the Professional and Amateur. Subscription price, one year \$1.50; three years, \$3.50. Madison Cooper, Editor, Calcium, N. Y.